

# 34. BEST STATION PROMOTION



JUDGING PERIOD: 1 APRIL 2019 – 31 MARCH 2021

**ENTRIES CLOSE FRIDAY 14 MAY 2021**

All entries must be submitted online at <http://entry.acras.com.au>. THIS DOCUMENT IS A GUIDE ONLY.

## Description of Category

Station promotions are run by the radio station for the radio station. While these promotions are in the main conducted on-air only, they can include participation of other media in the form of advertising or cross-promotion and/or combine off station activities.

While station promotions can be sponsored by a client, they are primarily designed to achieve one or more of the following: encourage new listeners, increase time spent listening, create on-air excitement, relate to target audience and their aspirations, be used as a fun programming element, reward loyal listeners, generate publicity.

## Support Material Checklist

- Audio should be submitted in MP3 format
  - Maximum 1 minute in duration
  - Announce the title of entry, your name and station only at the start of the audio – do not announce name of category
  - Be exactly as broadcast – no added background music or sound effects
- Promotion overview – **1 page limit**.

## Entry Details

- Division:
  - » Metropolitan
  - » Provincial
  - » Country
- Title of entry (for certificate/trophy)
- Name of entrant/s (for certificate/trophy)
- Email address/es of entrant/s (address for each entrant required)
- Facebook username/s
- Twitter handle/s
- Instagram handle/s
- Station name / On-air I.D. (for certificate/trophy)
- City and state
- Network / Company (for certificate/trophy).

When completing the online form, use the names of individuals or teams exactly as they would appear on a finalist certificate or winner's trophy – PRINT CLEARLY to ensure there are no mistakes. Commercial Radio Australia will not be responsible for incorrect spelling of names.